A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPEUCE ST., NEW YORK.

VOL. XI.

NEW YORK, AUGUST 29, 1894.

No. 9.

# Still in the Lead. Still Advancing.

A gross circulation statement is of no value whatever to a buyer of advertising space,

The only paper in St. Louis which dares publish a net statement day by day and month by month is

# THE REPUBLIC.

AN INCREASE OF

### TEN PER CENT

OVER JULY, 1893.

Daily Average Sold in July, 1894, - 56,568
Daily Average Sold in July, 1893, - 51,757

Daily Average Gain, - 4,811

FOR FIRST SEVEN MONTHS OF 1894. - - 54,026.

WEERLY AVERAGE CIRCULATION, EACH ISSUE 128,360.

**PROOFS OF CIRCULATION** furnished at any time in detail, accompanied by affidavit, giving **net** circulation, deducting spoiled papers in printing, left over and unsold. Ask for proofs in any practicable manner and they will be supplied.

RATES QUICKLY FURNISHED BY

THE REPUBLIC, ST. LOUIS, MO.

Or at New York Office, 146 Times Building.

# The Crops Are in the South This Year.

There was no drought there. These crops are about the largest on record. Rain, large crops and prosperity are blessing the South. The farmers and people of the Southern States will have more money the coming year than they ever saw before. They will spend it too. The newspapers that reach these prosperous people are upon the ATLANTIC COAST LISTS. These Lists are arranged so that almost any special section can be easily

covered. The New England and Middle States as well.

ANTIC COAST

LISTS

134 LEONARD ST NEW YORK



# PRINTERS'

A JOURNAL FOR ADVERTISERS.

EXTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29 1893.

Vol. XI.

NEW YORK, August 29, 1894.

No. o.

### WASHINGTON.

The short essays on how to advertise in a State, now appearing weekly in Printers' Inst, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 349,390. Issues 227 newspapers, 18 daily. Area, 66,880 square miles. Inhabitants to the square mile, 5.05.

The cities having over 5,000 inhabitants are:

Seattle..... 49,837 

The following is a complete list of papers in Washington accorded over 1,000 circulation. Circulations to which the asterisk is attached may be relied upon absolutely.

#### DAILIES.

SeattlePress-Times	8,444
Telegraph	8,031
Post-Intelligencer	
TacomaLedger	4,000
SpokaneChronicle	
Review	3,250
TacomaNews	2,250
N'wWhatcomReveille	1,300
P'tTownsend Leader	1,280
Walla Walla. Union	1,080
WERKLIES.	

ScattleFreeman's National	
Farmer and Turfman.	2,500
Post-Intelligencer	
Press-Times	
Telegraph	
Soundings	4,000
Walla Walla. Union-Journal	3.475
N'wWhatcomReveille	3,250
Seattle Dramatic Star	2,500
SpokanePost	2.424
Seattle Sunday Mercury	2,250
ſacomaLedger	2,250
News	2,250
Walla Walla Statesman	2,250
P't Townsend Leader	1,670
SeattleTrade Register	1.000
SEMI-MONTHLY.	-,
SEMI-MONIALY,	

### MONTHLIES.

Seattle,Pythian Herald Tacoma,NW, Horticulturist, Agri-	3,286
culturist and Stockman	
Puget Sound Lumberman	2,250
Seattle,Washington Odd-Fellow,	2,000
TacomaReimann's Railway and	
Navigation Guide	1. con*

### Seattle......Ingraham & Coryell's Seattle Guide ..... 1,333\*

The dailies with their weeklies in Seattle, Tacoma and Spokane Falls go well over the State.

### Editor of PRINTERS' INK:

When the advertiser intends entering the State of Washington it is well to know three important facts:

First—There are two natural divisions of the State, viz.: the Western or Coast Slope, which has the bulk of population, and Eastern Washington, which embraces the larger area. Western Washington's resources are its im-

mense forests, mines, manufactories and fish-

mense forests, mines, manutactories and nan-eries, and agriculture in a limited degree. Eastern Washington depends principally upon agriculture and mining. The climatic conditions are also almost diametrically in op-position. The Western slope is mild, with heavy annual rainfall; the Eastern, while not rigorous, is similar to the more temperate of the Eastern States, and the rainfall is under average

Second—The leading dailies of the cities have large out-of-town circulations and have a greater influence throughout the State, than is usually the case in other sections. There-fore the best results can be secured from the

morning dailies.
Third—The weekly issues of the city dai-Third—The weekly issues of the city dailies have probably a greater scope than in any other State, as they not only have good circulations, reaching every corner of the State, but they, to a very large degree, take the place of local papers, particularly in the sparsely settled sections.

The people of Washington, as a rule, are liberal patrons of the papers, and in the smaller towns and villages the city weeklies are taken as well as the local papers.

REPORTER.

REPORTER.

### WEST VIRGINIA.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1800, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 762,794. Issues 166 newspapers—12 daily. Area, 24,645 square miles. Inhabitants to the square mile, 30.78.

The cities having more than 5,000 inhabitants are:

Wheeling ..... 34,522 Huntington ..... 10,108 Parkersburgh.... 8,408 Martinsburg.....  The following is a complete list of West Virginia papers accorded over 1,000 circulation. Circulations to which the asterisk is attached may be relied upon absolutely.

upon absolutely.	
DAILIES,	
Wheeling Evening News	5,000
Intelligencer	4,000
Register	4,000
WEEKLIES.	
Wheeling Sunday Register	7,500
Intelligencer	4,000
Ohio Valley Farmer and	
Labor Journal	
Register	4,000
Huntington Baptist Banner	3,700
ClarksburgNews	2,250
Parkersburgh.State Journal	2,250
ClarksburgTelegram	1,724
Morgantown . Post	
N. Martinsv'e Wetzel Democrat	
UnionWatchman.	1,008
MONTHLY.	

Clarksburg... Public School Mirror... 1,000\* West Virginia is the fourth State in

quantity of coal mined, and Pennsylvania alone produces more coke. Its supply of salt is said to be inexhaustible, and petroleum is abundant. Manufacturing is chiefly confined to towns on the Ohio river.

### A MODERN SOLON.

While in the Tribune Building, in "the city of New York, recently, we did not forget to call on that lively newspaper agent who really represents the newspapers, A. Frank Richardson. We found him as good-natured, jolly, full of life, push and prosperity as ever.

son. We tound him as good-natured, joily, full of life, push and prosperity as ever.

He does not believe in lying about the circulation, for lying is cowardly and beneath any business man. If you have a circulation of which you are ashamed, everlastingly hustle until you get a circulation of which you can be proud, and that will be recognized as adequate to, or large for, the field which you occupy. Let every claim be founded on facts, and be sure by the excellence of your paper and the push you have given to every part of your business, that the facts are of a kind worthy of being told. Practice what you preach, and let advertisers know your circulation, your ability to serve them, toeffectually reach buyers. Study your own business, your own of the control o

### HE KNOWS HOW IT IS IN TEXAS.

It is not always an easy matter for an advertiser to find out the exact circulation of a paper, from the fact that the average editor does not consider himself well qualified for business until he can look you calmly in the eye and lie about the number of his subscribers,—Tyler (Tex.) Harfoon.

### A SAVER OF SOLES,

The following is painted on a sign which hangs over a shoe shop in Bridgeport, Conn.:

Here lives a man, who don't refuse to make or mend your boots or shoes. Whose leather is good, whose work is quick, whose stock is of the best and he gives no tick, and when he dies he fears no conls, for he has saved so many (souls) soles.

### IT CARRIES WEIGHT.

PRINTERS' INK is a publication devoted to the science of advertising, and its opinion is that of an expert. It is worth noticing that it thinks, and says positively, that religious journals are good to advertise in. We believe this to be true, and the expert opinion of PRINTERS' INK will undoubtedly have great weight with the advertising public, as it ought.—Saxred Heart Review.

THE New England Newspaper Union, of Boston, sends Printers' Ink a very beautiful specimen of the typographical art in the shape of a catalogue of its list of 174 country weekly papers.

### AN ADVERTISING SCHEME.



When a serious looking gentleman stopped old Mrs. Goodman in the street Sunday morning and offered her a small pamphlet, she accepted it with pleasure,



But when, at home, she became aware of the insidious character thereof, she rejected it with scorn.

### ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to sek questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS INK is a clearing-house for ideas—this is the retail branch.

Taken as a whole, the display advertising in the New York papers is worse than that in the papers of any other ago, and which is a fair example of the

large city in America.

The rates for space are higher than they are any place else, and it would general run of New York newspaper seem that, for this very reason, greater advertising. care would be taken in the preparation of copy. As a matter of fact, there are, perhaps, not more than half a dozen houses which publish anything meritorious in this line. As a rule, the construction is bad, and the display, if possible, worse. Still the advertising must pay, or it would not be done, and where all of it is bad, one ad has as much chance as another,

The trouble is that one by one the merchants are waking up to the fact that careful attention makes the advertising very much more profitable.

I have seen this conclusively demonstrated during this year in the case of J. H. Little & Co., furniture dealers on Fourteenth street.

According to metropolitan standards, the expenditure of this house for advertising is small, being certainly not more than \$12,000 per year.

Mr. Little, who attends to the advertising himself, tells me that his work in this direction has always paid, but that it has paid better this year than it

ever did before.

This is a remarkable fact, consider- 2, which appeared in the latter part of ing the general depression of business. In fact, I know of at least two furniture houses in New York whose sales have been from 25 to 40 per cent less than they were last year. The June business at Little's was 40 per cent greater than that of any preceding June. The July business was 100 per cent more than it was last year. August business up to the 15th of the month was double that of the corresponding month of '93.

This enormous increase is not due to any special sales, nor to extraordinary effort of any kind. The only explanation for it is the fact that, for the past five or six months, the advertising has been particularly good.

I reproduce an advertisement which appeared probably a year and a half style of advertising then used. I think it is no worse, and no better than the

No. 1.

### FALL IN! GRAND PROCESSION Bound for Little's,

8 and 5 West 14th St., FOR THE

#### BARGAINS BEST

### **Furniture and Carpets.**

Talking of Furniture, that handsome Oak Bed Room Suit is a winner at \$14.50. That's only a sample, though. Take your pick of a hundred other styles, all well made, beautiful and cheap.

### CASH OR CREDIT. MAKE NO MISTAKE!

The People's Favorite Homemakers Are

3 and 5 West 14th St.

Compare it with advertisement No.

### Something about Couches.

This week we are making a run on Imita-tion Leather Couches. Don't condemn them because we say "imitation."

The manufacturers call it "Union Leath-er." We don't use the term because it is misleading, and we prefer to call things by that proper pages.

their proper names.

It is, however, the best substitute for leather that we have ever seen, and you run

no risk whatever in buying it.

The couches are good length, have broad seats, roll heads, and are made in all the colors of real leather. Price this week \$12.75.

### J. H. LITTLE & CO.,

3 and 5 West 14th St.

April of this year. No. 2 has a solid, straightforward, honest ring to it that that way they will make money. is very winning to most people. As a matter of fact, the advertisement sold

a large number of couches.

It would have been strengthened by the addition of a short paragraph in very small type at the end, calling attention to the general business and making the statement that goods are sold for cash or on credit. Some such note as this ought to appear in every advertisement of such a house. Aside from that, I do not think that this advertisement could be bettered in any

As it shows in the pages of PRINT-ERS' INK, the ad is not particularly prominent, but the very plainness of it makes it stand out remarkably well in the black columns of the New York The original ad was headed dailies. with an outline cut, and this, of course, The same added to its attractiveness. style, always with the outline cut, is

used in all of Little's ads.

Mr. Little has been a reader of PRINTERS' INK this year, and says that he has been greatly benefited by the ideas and criticisms which have appeared in this department. This, of course, is very gratifying to the editor.

Another one of the half a dozen good advertisers in New York, it goes without saying, is the firm of Rogers, Peet & Co. So much has been said about their advertising that almost everybody at all interested in the subject is famil-

iar with it.

The firm talks a great deal in their advertising about being able to fit all sorts and conditions of men. The editor and his friend doubted this very much and went to investigate. editor has always been told that he was 18058? the hardest man in America to fit, but he got the fit at Rogers, Peet & Co.'s. When it was delivered, he found a guarantee check in one pocket. It is one of the best things in the line of advertising that I have ever seen. It certainly inspires confidence and makes one feel on good terms with the house. There is just one thing about it that I do not like at all, and that only because it sounds like cant. It sounds just a little bit too good. It is the sentence: "We are doing our best to make a perfect store and perfect salesmen and perfect merchants." As a matter of fact, I expect that Rogers, Peet & Co. are doing their best to make a perfect

store and perfect salesmen because in not think that they would stay in the business twenty-four hours simply to arrive at moral perfection.

If they would simply say: "We are telling the truth as near as we can and trying to make our salesmen tell the truth, because we know that this method will gain confidence, and in the long run make more money than any other"-they would be telling the exact truth, and casting no reflections on their honesty.

The most of people have not yet arrived at the point of being perfectly good just for the sake of being per-fectly good. This state of affairs is, as yet, what Senator Ingalls calls an

" iridescent dream."

I showed this check to a man who is about to open a business in Hartford, Conn. He is a business man, and he said at once that the check was a good thing. Said he was going to adopt something of that kind himself, although he had never thought of it

He also said: "There is nothing to be afraid of about such a guarantee. If a man is going to run a straightforward, honest business, there is no reason in the world why he should not give a strong guarantee with every purchase. If he is not going to run an honest business, he had better not run any at all."

Which is all very true, but being honest is not enough in this day and age—one must have the appearance of honesty as well, and this guarantee check gives that appearance more strongly than anything I have recently

seen.

Salesman &

### CHECK.

If the bargain is not satisfactory, return the clothes within ten days and you shall have your money (dress suits and white goods excepted).

If they do not wear well, we shall be glad

to pay for the loss at any time.

The price is the same to everybody, and as low as anybody anywhere sells such clothing for; and the quality is as stated.

This check identifies the transaction. Keep ROGERS, PEET & CO.

Broadway & 32d Street, New York.

Besides we ask as a favor that you inform us of any cause for dissatisfaction of any sort. We are doing our best to make a perfect store and perfect salesmen and perfect merchants. Help us by pointing out our short-comings.

For Real Estate-(By S. E. Gross, Chicago).

### THE WHICH FORKS?

When the darkey came to a fork in the road and did not know which was the right one for him to take he decided W to take neither, and said: "Dis darky But if you are a take to de woods," man of a fam-E ily you cannot "take to de woods," but MUST take one road o M

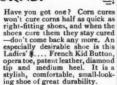
H TE OT or the other-either the up the down road to conroad to home ownership or U tinued house renting. You are now at the You can decide the question to-day, and in such a way fork in the road. be? Up or Which shall it E that you can soon own a beautiful home and need T never pay another dollar in rent for the remainder of your

can make the start on the up road, and it For Shoes-(By C. A. Bates).

life. If you have but \$10 in cash you

will be the best choice you ever made.

### A CORNER ON CORNS.



For a Grocer.

### A GROCER With any "SAND"

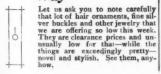
Will not put it in his sugar, but rather into business principles. Pure sugar is a good thing to be able to sell, but much of it is adul-

terated in these days. The watchful grocer is careful what he buys—then he knows what he is selling.

This is the only way in which a reputation for reliability can be built up. We buy the best, therefore sell the best, and are satisfied with a reasonably small profit.

For Jewelry.

### In a Friendly Wav



For Dry Goods.

### WE MIGHT TELL YOU

About those handsome muslin gar-ments that many ladies are packing away in the bottom of their trunks just because our prices don't cover cost of making. But probably you know all about it, for never were such fine and lovely gowns, skirts, chemise, etc., sold for such little money. Anyhow, look at them this week, just for the good it will do you.

For Shoes-(By C. A. Bates).

### Don't Scold



the Boy.



He's a good, lively, all-around boy, and you wouldn't change him if you could.

Kicks out a lot of shoes, of course. The only thing to do is to get shoes that are hard to "kick out."

Get the school shoes here, and you'll save about one pair in four - possibly a little

All sizes for both boys and girls. .....

For Any Business.

### Thinking Comes Hard

To some people; especially in these hot days, when dollars are hard to get, it behooves every-body to study values and prices before investing even small sums in goods. Have you been buying carelessly?

For Any Business.

### POPULAR APPROVAL



Goes far toward establishing the standing of a business house, in the community, and the good-will and favor we who have dealt with us have been emi-nently satisfied with their transactions.

For Clothing.

### IN STYLE



There is an indefinable something about There is an indehnable something about a man's clothes that stamps him well-dressed or .not. A trifle of cut or finish makes all the difference. That trifle we are watching sharpest for. Doesn't cost any more, though our clothing will give you many dollars' worth of extra satisfaction on that account.

#### WHICH PAID BEST?

The editor sat in his easy chair, An ominous frown on his face, For the foreman had sent some copy back On account of want of space,

Those articles so good and bright
On the questions of the day
Had been crushed out to give full room
To a dry goods ad display.

The editor fumed in a fretful mood,
"Alas, for the owner's taste!

A paper that might be a public boon is rapidly going to waste! The literature that the people want, The news that would make them glad, Is sacrificed to accommodate A vulgar dry goods ad!"

The editor carried his point next day,
The proprietor acquiesced,
And agreed that regular literature
Would please the public best.
The man of letters was full of glee,
The business manager frowned,
And grimly said there would be a change
Before a year went round.

The brilliant editor wrote on
And filled, from morn till night,
His columns with stuff from his gifted pen,
For he loved so much to write,
But the business end of the Morning Star
Soon dwindled from bad to worse,

And the owner quickly began to feel An attenuated purse!

The editor sat in his easy chair
On another eventful day,
An ominous frown on his face again,
For he hadn't received his pay!
The office safe was empty now,
And the bankrupt owner sad,
And even the editor sighed in vain
For a big fat dry goods ad.

"OUR BUSINESS IS GRAND, SQUARE AND UPRIGHT."

Messrs, Pfeiffer & Conliff, piano dealers in Washington, use this rather excellent selection of words for a head-line to their advertisements.

MR. FRANK E. BRYNE sends PRINTERS' INK a picture of a model of the Brooklyn Bridge, ten feet high, two feet long, constructed of Castile soap, and exhibited in the shop windows of Robinson & Gammon at Corning, N. Y.



### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

TISE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ada.

SUNBEAMS, FOR THE LITTLE FOLKS.

THE SOUTHERN MAGAZINE gets Southern business.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

S MALL half tone cuts. Send proofs and prices.
DUPORT No. Elm St., Westfield, Mass.

A LL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

LLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus.O.

A GENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

N EW borders for effective advertising display. E.L.SMITH, 180 Washington St., Boston, Mass.

A YOUNG man as circulator and solicitor on new daily in city of 20,000. Address "NEWS," care Printers' ink.

WANTED-Orders, at 10 cents a line, for a weekly family paper; 56,000 circ. proved. O. L. MOSES, 128 Nassau Sts., N. Y.
WANTED-To purchase or lease for term of years, agricultural or trade paper in Central States. What offers? "AGRI.," Printers' ink.

A DVERTISING MANAGER to solicit for a highclass, long-established weekly. State terms and qualifications. Address "NEWSPAPER," P. O. Box 11%, New York.

M ORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

66 SMALL TALK ABOUT BUSINESS 1"

66 SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

MY price per 1,000: Letter headings, \$2: note headings, \$1.20: bill headings, \$1.60: circulars, \$5\cdot 1, \$2.20: 5\cdot 5\cdot 4, \$1.60: \$2\cdot 5\cdot 5\cdot 6.60: fin hote not less than \$000. Express prepaid. Send for particulars. ALBERT B. KING, \$7 William St., New York.

W ANTED—Position on good live newspaper, by young man thoroughly acquainted with business office work, bookkeeping and advertising. Eight years' practical experience and best newspaper reference to recommend him. Address F. MARKWARD, care Times, Kansas City, Mo.

NOTICE TO
PUBLISHERS OF PAPERS.
Wouldn't an artistic heading improve the appearance of your paper? Are you interested in improving the appearance of your paper? Sketch sent on approval—no charge if not accepted. W. MOSELEY, Elgin, III.

PELIARLE correspondents wanted at every county seat where we are not now represented. Men connected with local press preferred. Send references and stamped envelope for particulars. Only wide wante insiders need apply a Sec CLAD TRADE TIMDE TIMDESTRIAL PRESS, BB FSE, Washington, D. C.

NEWSPAPER MAN, for years holding positions as manager and night editor in New York and Chicago, wants to make a change. Capable of originating methods to increase circulation and make attractive trade paper—daily of magnification. The contract of the con

MANUAU THEO A bright, live man, thoroughly familiar with the successful pushing of proprietary medicines, and competent to handle in and out-door details of the business. Fine future for party who will, under sixty day trial, at moderate salary, demonstrate that he is the man four the price of the property of the protain of the property of the property of the trial. Address Box 3581, Boston, Mass.

A DVERTISING SOLICITORS, printers and publishers, for years ideal Masterpiece has been the finest linustrated advertising sheet on the paster publishers will find it an elegant sheet to be as a Christmas supplement, and merchants and advertising agents for fall and holiday trade. We sell to but one party in a place. Send stamp for sample copy and prices. GRIFFITH, ANTELLE CADY CO., Publishers will find the place of the property of the place of the property of the place. Send the property is a place. Send the property is a place. Send the property is a place of the property of the place of the property of the place of the property is a place. Send the property of the property of the property of the place of the property of th

AN ILLIA UADI UU, empossers, Holyoke, Mass.

N office To ADVERTISERS—Many advertisers.

N are using more space than is really needed to gain the desired attention. Are you interested in cutting down your present space one-third and perhaps one-half, and at the same time making your ad more conspicuous than it was when occupying more space 1 jet up ideas that accomplish this result. You save many times the cost of my work. Sketch sent on approval the cost of my work. Sketch sent on approval—N, biggin, Mi

### SPECIAL WRITING.

WOULD you like ads! Try my "ed. copy" and they will come it's confidential. G. T. HAMMOND, Newport, R. I.

#### PREMIUMS.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill. ST. NICHOLAS celebrates his twenty-first birth-day so successfully that the first edition of the November number is all sold.

ROOT'S Home Repairing Outfit. Best premium ever offered in exchange for advertising. ROOT BROTHERS, Medina, O.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

### ADDRESSES AND ADDRESSING. St. NICHOLAS.

CEND 31 for reliable list of dealers in any line in Mexico and South American countries. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C.

DERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in a lines, under this head once for one dollar. Cash with order.

L ETTERS bought, sold or rented. Valuable ines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 118 Dearborn St., Chicago, Ill.

4,000 NAMES Fayette Co. farmers and business men, from 1894 poll books, with p.o. addresses alphabetically arranged arrivined. 81,00 (cash with order. Refo., Fayette Co. Nat. Bank. Address ARGO OFFICE, West Dullon, Iowa.

### BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

WRITE to KARL C. MINER, Hoosick Falls, N. Y., about circularizing Rennselaer Co., N. Y.

### ADVERTISING NOVELTIES.

SUNBEAMS, FOR THE LITTLE FOLKS.

A DVERTISING rates invariable in ST. NICH-

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

TIME saver, the latest copyrighted advertising novelty. Exclusive right in a city to first comer. Samples, &c. Permanent. LANDON PTG. CO., Columbus, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

### TO LET."

A DVERTISING space in ST. NICHOLAS.

G OOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N.Y.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bidg., N.Y.

'I'O LET-Front office in building No. 19 Spruce I street. Large and well lighted; steam heat; electric light; size shout 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. P. ROWELL & CO.

### ELECTROTYPES.

A SHORT cut to trade. Dodd's. Boston.

A FTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beekman St., N. Y.

CET manufacturers' prices, wood or metal.

Our patent metal base is the best on the market. Large facilities; superior work. WM,
T. BARNUM & CO., New Haven, Conn.

DAY \$1.50 and get our best half-tone portrait, All kinds of cuts at prices as surprising. Write us your wants CHICAGO PHOTO EN-GRAVING CO., 185 Madison St., Chicago.

THE best ad can be spoiled by a poor printer.
We display ads so they will catch the eye,
and also furnish electros. Address WM. JOHN-STON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us: \$1.56 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

CELJUTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cit. Prints on wood as well as a special cut die. Cellutypes and cellutype machinery manufactured by the J. F. W. BORMAN CO., Baltimore, Md., U. S. A.

### MISCELLANEOUS.

ST. NICHOLAS.

[ ]SE the Persian Corn Cure.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

SUNBEAMS, FOR THE LITTLE FOLKS.

#### VAN BIBBER'S Printers' Rollers.

THE SOUTHERN MAGAZINE reaches all the intelligent and wealthy South.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

ADVERTISING AGENCIES.

A LL indorse ST. NICHOLAS.

SUNBEAMS, FOR THE LITTLE FOLKS.

A GENCIES know GOOD HOUSEKEEPING.

A GENCIES know GOOD HOUSEKEEPING.

G EO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

A DVERTISING. City and country papers. See GEO. W. PLACE, 52 Broadway, N. Y.

25 TEARS' experience in newspaper advertising. GEO. W. PLACE, 52 Broadway, N. Y. CHAS. K.HAMMITT, Advertising, 231 Broadway, N.Y., will serve you effectively, economically.

100 LEADING dailies, circ. 6.000.000; 39 rate. FLETCHER ADV. AGENCY, Cleveland, O. THE INTER-STATE ADVERTISING AGENCY, a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

I F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency,
WILLIAM HICKS, proprietor,
138 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 119-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1889. Estimates cheerfully furnished.

### ADVERTISING MEDIA.

FRSIAN Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N Y.

A DVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market. N. J. HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

I COVER the State of Indiana. 13 leading dallies. FRANK S. GRAY, 13 Tribune Bidg., N.Y.

Bid results among agents; Sc. a line; cire'n,
5.000. Try it. AMERICAN HOME JOURNAL, Easton, Fa.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers).
Sworn circulation 32,236. CANADA READY
PRINT CO., Hamilton, Ont.

A DVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CRIPE'S COMMERCIAL REPORTER, Marion, Ind.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N.Y., an agricultural and family journal, issues over 500,000 monthly. It pays advortisers.

THE HEARTHSTONE. 285 Broadway, N. Y. Largest paid-in-advance circuistion of any similar monthly in the United States. Send for rates and sample copy.

THE SOUTHERN MAGAZINE represents the high-class reading public of the South fully, and the South is to day better able to buy than any other section. Advertise there now.

A DVERTISING in newspapers of "known circulation" means "BUSINESS" For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

66 Y OUR paper is a hustler for orders."-J. J. Bell. This refers to PARK's FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Oourt, New York City. C. E. ELLIS, Manager.

HE object of advertising is publicity, isn't it is twen if you have never patronized the concerning the patronized the concerning the patronized the concerning the patronized the patroni

I TRATEINITY PAPERS—I am special agent for I all the official and leading papers of the valid the official and leading papers of the valid to the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate eard, GEO. S. KRANTZ, Special Agent, 103 W. 14th St., N. Y.

### FOR SALE.

A DVERTISING space in ST. NICHOLAS.

81 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

30,000 LETTERS, '92 and '93. A. B.

H ANDSOME illustrations and initials for magaxines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERI-CAN ILLUSTRATING CO., Newark, N. J.

FOR SALE—One fourth or one-half interest in a morning newspaper in a live, progressive town. Only morning daily. Owns Associated Press franchise, and is making money. A rare opportunity for good newspaper man. For particulars address "A. B. C.," P. O. Box 334, Dallas, Texas.

A MONEY-MAKING trade paper for sale at a sacrifice. Will pay for itself in one year. Only one of its clase in large section. Must be sold. A good man with little money can get a rare bargain. For full particulars, sample copy, terms, etc., address TRADE PAPER, care Printers' ink.

DAILY NEWSPAPER FOR SALE—The only 80,000 population can be bought for half its real value. Fatablished over 40 years, and doing a paying business Have the best reasons for selling. Exclusive United Frees franchise. For particulars address \*B. D. B., Printers' lak.

### STREET CAR ADVERTISING.

DODD goes.

DODD beats the trolley. Boston.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WRITE TO FERREE, First National Bank Bidg., Hoboken, N. J.

 $F^{\rm OR\ street\ car\ advertising\ in\ New\ England\ address\ M.\ WINEBURGH,\ Times\ Bldg.,\ N.\ Y.$ 

FOR Street Car Advertising, everywhere GEO, W. LEWISCO, Girard Bidg., Phil'a, Pa. Bid inducements for advertising on the elevated railways New York, Brooktyn and stetches free. COHN BROS., Temple Court, N. T.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

SOLID TYPE talks in GOOD HOUSEKEEPING.
Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ade show excellent.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

DRAWINGS and designs for advertising and illustrations. E. LUTZ, 229 E. 14th St., N.Y.

#### NEWSPAPER INSURANCE.

I NSURE present and future business by using ST. NICHOLAS.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

A DVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can soarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

DAPER DEALERS M. Plummer & Co., 45 Beekman St. N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

L'ECTROTYPE CABINETS. Advertisers use them to store cuts. Dust-tight and verminproof. Various sizes. Price lists supplied. HEBER WELLS, 137 William St., New York.

#### BOOKS

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

A DVERTISEMENT composition, comment and criticism. An 30-page pamphlet, giving 64 esigns for setting one advertisement, list of competitors, report of judges of award in operation, and electes referring to consest. Better dress INLAND PRINTER CO., 213-214 Monroe St., Chicago.

ADVERTISEMENT CONSTRUCTORS.

DODD'S ads hit.

ST. NICHOLAS.

BRETT'S ad, page 327.

DODD makes ads right and places them right.

A DS that are read. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

A DS, circulars, "readers" and booklets care-

A DS, circulars, "readers" and booklets carefully prepared by JED SCARBORO, Box 63, Station W, Brooklyn.

READABLE, convincing, attractive ads are the kind I write. If you want that kind send me your order. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

W'E have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Menager Printers' Ink Press, 10 Spruce St., New York.

<sup>64</sup> POOK of Ideas for Advertisers." 50 illusb trations, 79 styles of ready-made ads. Table of type. Hundreds of valuable suggestions, 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

H OW much space do you occupy! How often do you change "copy"! Is your advertising drawing well! Would you pay a trifle to have its selling power raised 30 to 30 per cent! I think! I know how. JED SCARBORO, Box 68, Station W, Brooklyn, N. Y.

THE little add I insert in Printers' Ink each week cost the aline. They bring many letters and orders. They prove conclusively business is preparing advertising matter of all linds. I can probably make your ade pay if you let me write them. BERT M. MOSES, Box 283, Brooklyn, N. Y.

WILL write 13 ads (a 3 months' service of weekly changes) for any retail business, and applies only to the regular retail lines, and I reserve the right to decline any order. Send particulars of business, copies of old ads and suggestions, if you have any to make. CHARLES AUSTIN BATES, Vanderbult Bidg., New York.

IF you want an illustrated advertisement; an effective, artistic catalogue cover; a striking term of the second of

Vanderbilt Bidg., N. Y.

SOMETINES I write private letters of criticism
D and advice on advertising. Sometimes advertising is not paying as well as it possibly might.
Sometimes the advertiser is not quite satisfied and would like an honest, candid opinion on what he is doing and suggestions for the betterment of his work. Sometimes such opinions and suggestions are worth hundreds of ollars. Sometimes us the opinions and suggestions are worth hundreds of ollars. Sometimes that he was a supplementation of the supplementation

### NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 35 cents a tine. With display or black-faced type the price is so cents a tine. Must be handed in one week in advance.

### CALIFORNIA.

OS ANGELES TIMES leads in Southern Cali-

### CONNECTICUT.

THE DAY, New London, is the only Eastern Conn. paper with use for a perfecting press.

# WEEKLY TIMES: Hartford, CONN.

THE DAILY UNION.
BRIDGEPORT, CONN.
MORNING. EIGHT PAGES. ONE CENT.

Circulation, 7,300.

Best advertisers use it—they know its value.

N. Y. Office, 690 Vanderbilt Building.

O. L. Moses, Manager.

THE HARTFORD TIMES.

WILLIE O. BURB, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily-12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly-7,000 circulation.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

#### THE TWO HERALDS.

WATERBURY SUNDAY HERALD. BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmer State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meridea, Danbury and Ansonia. Combined circulation, 80,000, 150,000 Readers.

# DISTRICT OF COLUMBIA.

A LERT advertisers advertise in KATE FIELD'S
WASHINGTON, Washington, D. C.

### GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

### INDIANA.

### The Big Weekly of the West.

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

### KENTUCKY.

DEOPLE who merely talk horse don't buy goods, KY, STOCK FARM reaches owners. THE SOUTHERN MAGAZINE shows the greatest increase in circulation of all monthlies est increase in circithat have not cut prices.

### MAINE.

BANGOR COMMERCIAL.

J. P. Bass & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

### MASSACHUSETTS.

40 WORDS, 6t., 50 cts.; \$1.50 for 1 mo. ENTER-PRISE, Brockton, Mass. Circulation 7,000. NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,600. Remember us when placing ads in Southeastern Massachusetts.

#### ISSUED DAILY GLOBE. **EVERY** FALL RIVER. **EVENING**

Circulation, 6,500 Copies Daily. LARGER THAN THE COMBINED ISSUE

OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River. Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor. WM. H. HANSCOM, Business Manager.

### MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading pa-per in Michigan, outside Detroit. 13,000 daily. 40.000 PROVED CIRCULATION for only 15c. a Line. Sample copies and proof of circulation free. "ONCE A MONTH," DETROIT, MICH.

### MINNESOTA.

MINNEAPOLIS TIDENDE has the largest cir-culation of any Norwegian-Danish paper in Minnesota.

### Minneapolis, The Housekeeper, Pays Advertisers.

DULUTH. Population to-day, 75,000.

The most prosperous city in the country.

> THE NEWS TRIBUNE IS ITS ONLY MOBNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, Jr., Eastern Representative. 73 Tribune Building, N. Y. City.

### MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000 Brings results. THE HOME CIRCLE. St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

### NEVADA.

THE WEEKLY COURIER, Genoa. Six pages.
All home print. Leads in Nevada.

### NEW JERSEY.

#### THE EVENING JOURNAL

JERSEY CITY'S

FAVORITE FAMILY PAPER. Circulation, - - - - 15,500.

### Advertisers find IT PAYS!

NEW YORK. ST. NICHOLAS.

'HREE trial lines 25c. in Watertown (N. Y.) HERALD-30,000 readers.

OR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

ROWELL accords THE LE ROY GAZETTE largest weekly circulation in Genesee Co., N. Y. NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL. THE LADIES WORLD has mid a paid average iriculation (January to June, inclusive) of \$83,760 copies per issue. No sample copies, but all circulation paid for in savance. Circulation will be still larger for last half of 94. Send for a copy and an estimate. S. H. MOORE & CO., New York.

# "I HAVE ADVERTISED EXTENSIVELY FOR THE LAST

15 YEARS, AND I CAN UNHESITATINGLY SAY
THAT I CONSIDER THE SILVER CROSS ONE OF
THE YEAV REST MEDIUMS I HAVE EVEN USED.

"WILLIAM C. FINCE,
Send "MANUFACTURING Jeweler."
for Rates to 158 W. 25d St., N. Y. City.

### ADVERTISING IN

# EXAS SIFTINGS

### REDUCED TO 10c. GODEYS

BIG INCREASE OF CIRCULATION. Present Rates, 75e. per line. Send for rate card giving discounts. THE GODEY COMPANY, NEW YORK. F. M. LUPTON'S popular periodicals, The Pro-Horse Guerr. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agast ine, less time and space discounts. For sample copies and further particulars address P. LUPTON, publisher, 106 & 108 Reads St., N. Y.

### A COMPARISON

During 1893 the New York EVENING POST contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising

# THE IRISH

THE OLDEST, LARGEST AND MOST INFLUENTIAL

PAPER OF THE CLASS PUBLISHED

Being on the right side of the fence, politically, its circulation will be larger this year than ever.

For all matters relating to advertising, pleas dress D. W. VAN DEREN, Advertising Manager. 17 Barclay Street, New York.



While there's Life there's Hope.

19 & 21 West 31st Street, N. Y. T. F. SYKES,

Mgr. Advertising Department.

INFLUENTIAL NEWSPAPERS ARE THOROUGHLY READ.

> THIS MAKES THEM THE BEST ADVERTISING MEDIUMS.

Such Newspapers are the

# Dailu Press & Knickerbocker

### SUNDAY PRESS.

Press-Room Open to Inspection of Advertisers.

BEST EQUIPPED NEWSPAPER PLANT IN ALBANY.

### OHIO.

M USKINGUM FARMER for Southeastern Ohio.
\$\ \preceq \text{s an inch this year.} \ Zanesville, Ohio.

\]
\[ \DayTON MORNING TIMES and EVENING \]
\[ \DayTON WORNING TIMES and \]
\[ \DayTON VINDICAT, R, 7,990 Gailty, 5,290 \]
\[ \vec{Volume of the control of the c THE TOLEDO EVENING NEWS leads its competitors in local circulation—11,000 daily.

peniors in 1002 circuiation—11,000 daily.

THE AMERICAN PARMER AND FARM NEWS
I is guaranteed by Rowell's Newspaper Directory and PEINTERS IN Kt o have the largest circuiation of any monthly in the State of Ohio, and the second largest circuiation of any monthly agricuitural journal in the world. The addition of the control of the cont

### OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Okiahoma. F. B. Lucas, Adv. Mgr.

### PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

30,000 WELL-TO-DO, intelligent people, who appreciate a good thing when they see it, read the CHESTER THES every evening. WALLACE & SPROUL, Chester, Pa.

DALLY INTELLIGENCER—est. 1886.

WEEKLY INTELLIGENCER—est. 1886.

Doylestown, Pennsylvania.

Have always been exclusively home print papers, with larger circulation than any competitors.

Best mediums for advortising in Bucks County.

### RHODE ISLAND.

NEWPORT DAILY NEWS, a high-class paper for best readers. Established 1846.

### WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

### WISCONSIN.

ALL leading advertisers are in the weekly Ex-CHLSIOR, Milwaukee, Wis.

RACINE EVENTING TIMES, Racine, Wis. Circ'n under oath exc'ds 2,40 paid copieseach issue. WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin

BADGER STATE GROCER, Milwaukee, reaches all grocers and general storekeepers weekly in Wisconsin.

IN WISCORSIN-In its issue of September 5th W ISCONSIN-In its issue of September 5th FRINTERS INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin!" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to Frantzass Isk in payment for service readered.

### WYOMING.

WYOMING—in its issue of September 5th PRINTERS INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming!" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to Painterss! INK in payment for service reinters.

### SO. & CEN. AMERICA.

LEADING So. American paper, PANAMA STAR & HERALD.

ANDREAS & CO., 52 Broad St., N. Y.

### CANADA.

DOMINION OF CANADA—In its issue of September 13th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada!" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to Printerss' lake in payment for service readered.

### THE -

# Printers' Ink Year Book

FOR

# \* 1894 \*

### ARE YOU IN IT?



There are 20,169 newspapers catalogued in the American Newspaper Directory. Of these 4,465 only will be recapitulated in the Printers' Ink Year Book.

The Year Book will only deal with papers credited by the American Newspaper Directory with circulations in excess of 1,000 copies each issue.

The Year Book arranges its State lists and its Class lists of newspapers in the order of the circulations accorded them; the largest circulations are named first.

It will contain about 600 pages, and will be sold for one dollar a copy. Send ten cents extra for postage, unless you are a subscriber to PRINTERS' INK.

The system of putting the biggest circulation ratings at the top will bring them into bold relief, and doubtless prove that the American Newspaper Directory, upon which the Year Book is based, is very far from perfection. Its principal claim to attention, like Mr. Porter's; census, is doubtless to be found in the acknowledged fact that there is nothing else so good that can be used in its place.

As less than one-sixth of the publishers of newspapers avail themselves of the opportunt to place on file a statement of actual issues, it is reasonable to suppose that the ratings assigned by the Directory are generally higher than the publisher would claim.

The number of newspapers has become so great that advertisers are compelled to make choice among them.

No publisher of a paper of preeminent merit can afford to miss a good opportunity for asserting and maintaining his claim to special excellence, and keeping it before the eyes of advertisers.

Such an opportunity will be offered by the Year Book, which will have a very wide circulation among advertisers.

Every subscriber to Printers' Ink is entitled to a copy without charge beyond his annual subscription.

The first edition of the Year Book will be 20,000 copies. It will be ready for delivery on Wednesday, Nov. 28th.

To publishers desiring advertisements in the Year Book, space will be assigned at the rot of \$100 a page; \$50 for half and \$25 for a quarter page, with an advance of 25 per cent for special positions, if granted.

Some positions will be held at a higher price, to be fixed upon by special arrangement.

No other book of this sort ever had one-half the circulation and sale that is already assured for the Year Book.

No other book ever had its contents so arranged as to bring largest circulations into such conspicuous notice.

Publishers should also remember that the circulations in the Year Book are for 1893, while what advertisers will be most interested in learning next November is, What will be the circulation in 1895?

### THIS CAN BE TOLD IN AN ADVERTISEMENT.

No publisher who has anything to say can find so good an opportunity to say it so conspicuously, so continuously and so cheaply as by using a page in the Year Book at the cost of \$100, or \$25 for a quarter page.

Address all orders to

### PRINTERS' INK YEAR BOOK,

### 10 Spruce Street, New York.

From papers not entitled to a place in the Year Book lists, advertisements are not solicited. More than 15,000 papers named in the American Newspaper Directory are omitted from the Year Book.

# THERE ARE NO MARKS ON MY INKS.

I Omit Them to Humor the Pressman.



Old Mr. Montaigne, the Frenchman, used to excuse his practice of borrowing from the classics without giving credit by saying that it delighted his soul to have his critics "rap Plato over the knuckles," when they thought they were cudgeling him.

That idea works tip-top in my business.

When the pressman thinks he is using the ink from the celebrated factory whose contributions have enabled him to build his cottage on the hill, he really don't feel like saying anything even when he is amazed to find that a particular barrel is superior to any he has had before.

One newspaper man writes me:

"I have read a circular of yours received this morning in reference to your 4-cent ink. A great many statements made therein are true to my personal knowledge. I send you herewith a check for \$20 for a 500-pound barrel. If it is possible, I desire that the barrel shall come through without any marks indicating what house shipped it."

I have sold over 51 tons of NEWS INK since January and NO ONE HAS COM-PLAINED. I begin to feel confident that I am making an impression on the lnk trade. I sell

~~~~~~	~~~
300-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 41/40.,	11 25
100-pound Keg at 5c.,	5 00
2 50-pound Keg at 51/20.,	2 75
25-pound Keg at 6c.,	1 50

My ink is just as good NEWS INK as can be bought anywhere at 25 cents a pound. It is not a matter of price.

My ink is the best in the world for newspaper work. That is all I claim for it.

To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, a check with the order.

Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.

### PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., EDITORS AND PUBLISHERS.

T Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.

13" Newspaper publishers who desire to subscribe for Paistrans' law for the benefit of their advertising patrons can obtain special terms on application.

EF Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at five dollars a hundred.

13 Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

IS If any person who has not paid for it is receiving Panetens' les, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks, - 17,880 copies Last issue, - 19,900

NEW YORK, AUGUST 29, 1894.

As a space filler no sign equals the rainbow.

THE customers attracted to the store of a merchant who keeps an ad running usually keep him running.

THE man who never reads the advertisements in the papers doesn't read the editorial or news matter either.

THE value of a display ad, like that of a suit of clothes—or a hen depends a good deal on the set of it.

WHETHER the advertisements of the future will be read more by design than by accident depends upon the men who write them.

THE amount of \$300,202.57 of paid advertising was carried in *The Ladies' Home Journal* in its twelve issues ending with the August number.

THE advertisement solicitor may not be quite so truthful as the advertisement writer, but in face and form he is usually much more beautiful.

As even the best goods cannot advertise themselves until they are sold, they should themselves first be advertised in order to insure their sale.

THE more a publisher exerts himself to build up the circulation of his paper, the less he will have to exert himself in order to secure advertising patronage.

As FEW hotels depend to any extent on local patronage for their support, it is surprising that hotel proprietors do not invest more money in general advertising.

THE conflict between China and Japan is a mere scrap compared with the awful war now being waged between the one-cent and two-cent papers of Chicago.

Unlike some of our present day ad constructors, Thackeray and Dickens did not attempt to write fiction till after they had ceased to compose advertisements.

THE men behind the counter may not be competent to write the advertisements themselves, but they can frequently give valuable pointers to those who are competent.

Now that gentle peace once more smiles upon the fair city of Chicago various gun manufacturing firms have withdrawn their advertisements from the papers published there.

UNFORTUNATELY for the parties who control the advertising space in the New York street and elevated railroad cars the many spaces which are vacant cannot be filled with coupons.

It has been noticed that the most persistent solicitor of advertising patronage is frequently the newspaper publisher who refuses to make a detailed statement of his circulation.

If the "situation wanted" ads had as many interested readers as those in the "help wanted" columns, the number of men out of employment in all of the large cities would be considerably reduced.

ADVERTISERS who frequently change their mediums and methods should remember that a constant dropping will not wear away the stone, to any appreciable extent, when the drops fall on different parts of it.

WHEN an advertiser who seeks publicity for his goods through the medium of almanacs and pamphlets wants a little complimentary notice printed in regard to the same he does not apply to the publishers of other almanacs and pamphlets, but to the editor of a regular newspaper.

A STORE full of goods unsold represents so much money lying idle. The that some of the New York dailies owe cost of selling the goods by advertising a considerable portion of their circulathem would, in some cases, be less than tion to various local beaneries and the interest which would otherwise accrue on the unsold stock.

As THE newspaper advertising of proprietary medicines is prohibited in Germany, any person in that country who happens to be afflicted with a dozen or more diseases is compelled to remain in total ignorance of the fact.

LITERARY and journalistic failures, who contemplate engaging in ad writing, should remember that the many great men who have written advertisements for a living did so in the early, not the late, portion of their careers.

MR. J. L. WATSON, manager of the Houston (Texas) Post, writes, August 14th: "The Post is much more proud of its real (circulation) figures of 1,883 copies for 1893 (guaranteed in the Directory) than it would be of an alleged 25,000.

THE publishers of the Commercial-Appeal, the only morning paper in Memphis, Tenn., say that since they purchased the Appeal-Avalanche and consolidated under the above name, the circulation of the Daily has been 18,000; Sunday 20,000; and Weekly 52,000.

ADVERTISEMENT designers are invited to send in designs for an advertisement of PRINTERS' INK in space of one page. The designer's name may be as conspicuous as the advertisement of PRINTERS' INK. If not used, the design will be returned. If approved, it will appear in PRINTERS' INK, and not elsewhere. The object is to give advertising designers a chance to bring specimens of good work before the public without cost.

ACCORDING to the Denver Times-Sun, in a number of localities in Colorado daily or weekly Populist papers have been started with no other resources than the State advertising. Newspaper proprietors who have devoted years of hard work toward creating a field and building up a business and means of livelihood, find themselves encroached upon by alleged newspapers started with the money of the State solely to do the work of the Populist party.

lunch rooms. It is said that half the total number of copies printed of one paper are presented to the patrons of the various restaurants of the cheaper

### IN BONDAGE NO LONGER.

The Chicago Times has withdrawn from the "local publishers' associa-tion" and is now free to act in anything that will promise business to the paper.

### IT'S NO GOOD TO ASK.

Advertising reduced to its lowest terms is merely asking people for their trade.—Mur-physboro (Ill.) Independent.

If it does nothing but ask people for their trade it must be mighty poor advertising. When a man decides to purchase some article he has seen advertised, it is not because he has been asked to purchase it, but because a perusal of the ad has convinced him that it is one of the very things he needs.

### A RESULT OF WOOD PAPER AND CHEAP POSTAGE.

The advertising manager of Lane's (formerly Allen's) List explains, below, how it is that a circula-tion of a million to-day may be reduced to a quarter of that number to-morrow. This is a condition brought about by cheap postage and wood paper. It is said to be the practice of many of the agricultural papers never to cut off a subscriber so long as he is alive. A portion of those retained on the list will eventually pay, and the advertising attracted by the great circulation covers any loss from subscriptions. If the postal laws permitted, it would be quite possible to supply every American farmer with a better agricultural paper than exists to-day, without any charge for subscription; and the publisher might make a fortune every year out of the advertisements he would secure.

LANE'S LIST, uccessors to Allen's List. S. W. Lane & Co., Publishers. Augusta, Me., Aug. 14, 1894.

Editor of PRINTERS' INK:

DEAR SIR-A prominent advertising agent writes me that he cannot understand why we only guarantee a circulation of 250,000 a month in Lane's List when the Allen's Lists which we succeed, guaranteed a million; and says that the natural inference is that the Allen Co. either failed to give their guaranteed circulation of that number or else three-

fourths of it was sample copies,

Perhaps this may occur to others, and as either conclusion is erroneous and does a great injustice, not only to the Allen corporation, but incidentally to every other publication giving any such guarantee, I think I had better fully explain the precise status of the

no living person is better quainted with the Augusta papers than my self, having been connected with several o the publishers, and, as postmaster of Au-gusta, brought into intimate relations with every publishing house here. I desire to say that the greatest misapprehension exists in

that the greatest misapprehension exists in the advertising world regarding these papers. In relation to the Allen List, I can testify that their papers have been sent in full measure for years. At the time of their closing they had over a quarter of a million paid-in-advance subscriptions, which they were obliged to have filled somewhere. It is paid-in-advance subscriptions, which they were obliged to have filled somewhere. It is to this list of names that the Lane's List is sent and on which their guarantee is based. For many years, as I understand it, the Allens have retained subscriptions on credit, collecting regularly and periodically. If know collecting regularly and periodically. I know of no papers, outside a few metropolitan papers, that do not pursue exactly this course. If a paper is to be condemned for keeping If a paper is to be condemned for keeping credit subscribers, whom it knows pay when asked, then every country paper in the United States, to speak generally, is to be condemned. Almost every newspaper I take is sent to me on this plan, and I think every one is paid promptly on presenting the bill. If the success of this plan has been proven, and Mr. Allen was able to retain his subscrib-ers by advancing credit until he rendered an account, there certainly can be no reason for outside criticism.

outside criticism.

The Allens have never concealed this, and I cut from the Family Herald the following, which appeared in their papers in their terms to subscribers: "The subscription price of each of our periodicals is payable in advance; this is never pressed, however, with our preferred list of true and honorable old subscribers. We like to regard such as friends, and we do."

But supposing that as is the case. Mr.

friends, and we do."
But supposing that, as is the case, Mr.
Lane prefers to take only these paid-in-advance subscribers, fill out their subscription
contracts, and leave the entire credit list
subject to future adjustment, again adding
them as renewals are obtained. Why should it raise criticism so long as he gives what he claims for circulation? I know for a fact that claims for circulation? claims for circulation? I know for a fact that in ten years' acquaintance with the Allen business, both officially and, as one might say, watching a competitor, they have given their circulation squarely and fairly, and have invariably done as they agreed as to the number mailed.

Just a word in closing. It is common on seeing the prosperity of Augusta publishers to say it is owing to special postal privileges granted here. The fact that every expense is granted here. The fact that every expense is less than in a city, and that the very saving effected on a big business will more than make a profit to what in a large city would make a profit to what in a large city would be a losing venture seems to escape the no-tice of these critics. We get cheaper rent, better help at lower salaries, and less ex-penses every way; while we have every fa-cility for business that can be obtained any-where. Remembering my own experience, and knowing that of other postmasters here, I can add that no other office in the country

is so eternally and vigilantly watched by the Post-Office Department as that at Augusta, Maine. Complaints trivial in themselves, criticisms of less successful publishers in other places, and the very fact that a post-office in a city of ten thousand inhabitants omee in a city of ten thousand inhabitants has attained a position sixth or seventh in the United States in mailing of second-class matter, naturally brings the office into prominence and into the constant notice of postal officials. The records of the many investigations of this post-office by inspectors of every political bias and belief will bear me out in saying that this post-office not only does not give any special privileges, but that, on the contrary, the utmost vigilance and adhesion to the strict letter of the law have characterto the strict letter of the law have characterized it and the Post-Office Department for years. I do not say that mistakes have not been made; but where error has crept in it has quickly been detected and stopped, and this is just as true of the offices in Washington, New York and Boston as at Augusta, No publishers in the world desire a clear second-class postal law, one that cannot be misconstrued, misapplied or evaded, any more than those at Augusta.

Very respectfully yours, WALTER D. STINSON Advertising Manager Lane's List.

### LET THE NON-O. K.'S BEWARE.

Any agent, canvasser or firm will confer on us a favor by reporting to us any firm advertising with us that is not O. K.—Union Agent,

### PROFITABLE GENERAL ADVERTISING.

"General" Coxey is now filling lecture enaggements in Ohio at \$100 per night. He is able to get this price because of the advertisement his march to Washington gave him.— Cumberland (Md.) Independent.

### INSULTING THE PRESS.

Propositions received from foreign advertisers are often insultingly low .- Nebraska

But, like the waiter, the publisher generally pockets the insult.

### TESTIMONIAL.



DEAR SIR-After the first bottle of your medicine was gone, I slept better. SAMUEL SHOTT.

### TOO TRUTHFUL AD WRITER'S FATE.

"It is a curious thing," said the Man With the Brindle Beard, "how Nature gets back at some people. I was inquiring about a man I used to know to-day, and I learned some facts about him that make me think that this same Nature appreciates a practical joke as well as anybody. This was a grim

that this same Nature appreciates a practical joke as well as anybody. This was a grim sort of a practical joke, to be sure, but that is what it was, and nothing less.

"I knew this fellow well. He was assmart as they make them. He used to be a writer on a newspaper, and one day he quit that business and went writing advertisements. He had a bright and original way of putting without and he out along famously. Finally a things, and he got along famously. Finally a fered him a job at \$10,000 a year to write his advertisements. My friend jumped at the chance. He went over to the factory and wrote advertisements for ten years. I suppose in that time he told of 10,000 miraculous cures.

"The medicine he was booming was a kidney cure. He wrote books about it, He invented new kinds of newspaper advertising, and, being an enthusiastic sort of a chap, he began to think that the stuff he wrote was the He would sit down and write of somebody in Cass County, Ill., who had been on the verge of the grave for thirty-seven years. This man, he would state, happened to find a scrap of newspaper containing an advertise-ment of the famous Blank Kidney Cure, and, although he had no faith in doctors or in patent medicines, was persuaded by his wife to buy a bottle in the hope of prolonging his life a few weeks. He took four bottles and is now working in a stone quarry, entirely cured, and weighing 213 pounds. After he had finished this he would believe it was true.

ished this he would believe it was true.

"As I was saying, he did this sort of thing for ten years. He cured, on paper, people all over the known world, and in some parts of Canada. Then, what do you suppose happened to him?"

"Beried to be the control of the

"Retired on his fortune, I suppose," said the Man With the Duck Trousers, 'No; he died of a disease of the kidneys."

-Buffalo Express. DELUGED WITH ANSWERS.

"THE SOUTHERN TOBACCO JOURNAL." | WINSTON, N. C., Aug. 16, 1894.

Editor of PRINTERS' INK :

I can vouch for the drawing power of an ad in PRINTERS' INK. I have had a six-line ad in one issue which is to run e, o, w. for ten weeks. Up to this time I have been deluged with answers to the ad, so much so that we have been compelled to have printed answer issued to mail to all. The one insertion has issued to mail to all.

given me all the replies I want.

H. E. HARMAN.

AT SEA WITHOUT IT.

"BIG FOUR ROUTE." The Cleveland, Cincinnati, Chicago & St. Louis Railway Co.
Office of Passenger Traffic Manager.

CINCINNATI, O., Aug. 14, 1894. J

Editor of PRINTERS' INK :

I have your issue of August 8th, and am glad to notice article on page 201, headed:
"Not in it," This head-line is very appro-"Not 18 It," I his nead-line is very appro-priate, for certainly we do not consider any newspapers "in it" who are not represented in your Directory, which is our established authority for making advertising contracts.

With our extensive advertising arrangements, covering the entire country, we would be entirely at sea, were it not for the valuable information contained in The American information control Newspaper Directory. E. O. McCormick

Pass, Traffic Mgr.

THE SOUTH IS ALL RIGHT.

CHARLOTTE, N. C., Aug. 16, 1894.

Editor of PRINTERS' INK :

There are a number of towns in Virginia and North and South Carolina without newsapers where there are splendid openings for papers where there are spiendid openings for bright young men with a little capital to estab-lish weekly papers. The South has hardly felt the depression, her factories are all running and the country is building up and de-veloping generally. The 1804 crops of meat, corn and cotton will be the largest the South has ever grown, the cotton crop being esti-mated at 8,000,000 bales. More cotton factories are building at many points, and the South is beginning to manufacture fine goods as sucas beginning to manufacture the goods as successfully and cheaply as she did coarse cloths, Several Massachusetts factories have planned to move to this "coming country."

Yours very truly,

Southern Newspaper Union,

C. S. Donaldson, Mgr.

A "SACRILEGIOUS" AD,

THE ALBERT F. REMY Co., Importers and Wholesale Grocers. MANSFIELD, O., Aug. 17, 1894.)

Editor of PRINTERS' INK :

I inclose herewith an advertisement from the New Christian Quarterly. I think it is in poor taste, as it would lead one to imagine that the advertiser's furnaces must be "hot-ter than hades." To insert it in a religious paper is sacrilegious and utterly bad.

E. Hodkinson.

Good Bye

The FRONT RANK'S Too Hot We're Goin' Home.



### Tried and Found True.

THE BEST STEEL PURPACE

are fuel and free free gas and don. -it! find the PRONT RANK the tors and changest. Write for a Catalogue and Torons to Degle

Front Rank Steel Furnace Company 213-215 North Flain 50 ST. LOVIS. MO.

### A LEGITIMATE SEQUENCE.

The following signs appear by the roadside From the August Number of the "Monu-in Westchester County, New York: mental News."

TRY OUR CLAMS.

TRY OUR ICE COLD BUTTERMILK. 5 CENTS A GLASS.

PREPARE TO MEET THY GOD.

### A SERIOUS OBJECTION.

There is only one objection we can find to PRINTERS' INK, and that is the "make-up." We find it impossible to make a "clipping" of an article without spoiling something in-teresting on the reverse side.—Tyler (Tex.) Harpoon.

### A HOOSIER EDITOR'S COUPON.

Journals with coupons are all the rage now. Every one has 'em. Here is ours: CUT THIS OUT.

THIS COUPON, accompanied by \$1 in cash, will entitle the sender to the In-DIANA PHARMACIST for one year.

It will also enable the Editor to purchase one small roast of beef for his suffering family.

NOW is the time to subscribe.

-Indiana Pharmacist.

### BOIL IT DOWN.

Concentrate into as few words as possible the meat and substance of the announcement you wish to make. Write your ada after the lashion of writing a telegram. First, write fully, without stint of words, what you want to convey; then endicate such words as can be spared without affecting the sense of your ad. In this way you will soon fall into the habit of writing crisp, pointed ada, with a decidedly curtailed vocabulary.—Clothier and Farmither. Furnisher.

SUGGESTION FOR A GLOVE DEALER'S



#### VERY CHEAR

From the leaflet of the Adams Advertising Agency, of Lawrence, Mass.

TRUE AND SWEET.

PRINTERS' INK: It's a genuine "Cuckeo," for its note is a true and a sweet one, —Dr. Yames H. Conway of Boston.

### A MONUMENTAL ALTRUIST.

WANTED—Information as to the where-abouts of one Geo. A. Gunther, a marble cut-ter formerly of Kansas City and Leavenworth, who wrote me on Feb. 6, '94, that he and his wife were stranded in Chicago without means of support, and he was anxious to accept a year's work with me; if I would send him \$35 year's work with me; if I would send him \$35 with which to pay his fare (which I did) he would come immediately. I fear he has got lost in the shuffle and is unable to write for more money. Neither he not the money have yet appeared at my office. Any information regarding him will be thankfully received, or if you know of any other marble cutter who wants money to pay his fare to where he can get a good, steady job the year round, just mention my address. J. M. Tinney, Kirwin, Kansar. Kansas.

### SHOW WINDOW ADVERTISING.

Window decoration for advertising purposes has of late years been carried to such a degree of perfection that it may be justly regarded as an art in which the highest success is attained an art in which the highest success is attained by those who are endowed with the instincts and talents of true artists. If your store has not the best of show window arrangements in it to-day, order them changed before closing to-night, because you are lessing yaluable time in taking advantage of one of the best adver-tising mediums at your command. If your whole front is occupied with doors, if your windows are too high for a good exterior view, if divided up into more than one large pane of class, or not deep enough for a fine display of class, or not deep enough for a fine display of glass, or not deep enough for a fine display of your most attractive goods, they are wrongly constructed and should be changed at once. American Druggist.

### IN THE NEWSPAPER DIRECTORY.

It may safely be asserted that no publisher who will take the necessary trouble—and it is very slight—need have any serious cause for complaint as to the circulation ratings either of his own or of his competitors' publications. -The Fourth Estate.

### WELL SAID.

Call on us when you are in town, and if we can't interest you in advertising specialties we can discuss the weather; and it isn't any hotter than our determination to please you. Novelty Bureau.

In 1775 there were in the entire country 37 newspapers in circulation. Fourteen of them were in New England, four were in New York and nine in Pennsylvania. In Virginia and North Carolina there were two each, in Georgia one, in South Carolina three,—Mc-Master's Hist, U. S.

England has a pure food and drug law which seems to operate without any hardship to honest tradesmen. There is a wide gulf between a just and a merely inquisitorial law.—Grocery World.

Chinese printed matter reads upwards. Chinese advertisers insist upon a position at the bottom of the column.

### ADVERTISING THAT PAYS.

Y OUNG lady at every summer hosel to secure advertisement of the house or neighbor-hood for amateur magazine; terms, 40 per cent. Address HAPPENCHANCE, 78 South St.

-Buffalo Courier.

### Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

SUPERIOR Mechanical Engraving. Photo Elec-totype Eng. Co., 7 New Chambers St., N. Y.

SWISS People in U. 8. 309,009 reached only by one paper. Circulation proved over 15,000. AM. SCHWEIZER ZEI-TUNG, 116 Fulton St., N. Y.

BEST HALF-TONE PORTRAIT, Single col.

CHICAGO PHOTO ENG.

CHICAGO PHOTO ENG. CO., 189 Madison.
POSTAL NOTES ABOLISHED.
The only substitute that will accommodate or satisfy the people is our PATENT COR MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples,
ALVORD & CO., DETROIT, MICH.

Arthur's and Peterson's.

\$100 PER PAGE for both Magazines.

F. E. MORRISON, Adv. Mgr., 500 TEMPLE COURT, N. Y.



POPE RACK COMPANY



TWO NEWSPAPERS THAT COVER KANSAS AND

PAY DIVIDENDS TO THEIR ADVERTISERS.

TOPEKA, KANSAS.

State Record established	1856
Commonwealth established	186
Capital established	187
(CONSOLIDATED 1889.)	

The only morning paper published at Topeka. The largest daily circulation in Kansas,

# The Kansas Weekly Capital AND Farm Journal,

TOPEKA, KANSAS.

The leading farm and family newspaper of Kansas.

Reaches 1,000 Post Offices and every county in the State.

Is read by the best class of farmers.

For Advertising Rates, address THE TOPEKA CAPITAL CO., TOPEKA, KANSAS.

that our claims for The Troy Press are just, because they can be substantiated. Ask Troy's largest advertisers.

the paper for results. Ask them-any or all-and if

a good advertising medium you will always include in your list

# TROY PRESS.

H. O'R. TUCKER, Troy, N. Y., Or HENRY BRIGHT, 11 Tribune Building, New York.

# Time Is Coming

soon when you will make your lists for

**2** 

Fall and Winter Advertising.

You want good returns for money invested. To do this, judgment must be used in making selections of good-paying mediums.

You lack good JUDGMENT and EXPERI-

# The National Tribune

off your list,

Have you ever tried it? It's a paying medium, as most general advertisers know. Some have been with us ten years, which is proof of a good thing.

Can we interest you to the extent of an order?

Send your advertisement and let us give you an estimate on it, or send for rate card.

> THE NATIONAL TRIBUNE, Washington, D. C.

Branch Office: 66 World Building. Byron Andrews, Manager.

### ANOTHER STRONG POINT

OF THE

# Vickery and Hill List.

An advertiser who, for a long time, declined to use our papers, claiming that they would not pay him, was finally induced to try an insertion. He now uses large space in every issue. In a recent letter to us, he wrote that what particularly impressed him was that the "ourious element" seemed to be almost entirely absent. Answers brought business.

This is what shrewd advertisers are looking for:

### BUSINESS-BRINGING MEDIUMS.

You ought to use our papers.

Write for a few facts that will convince you.

THE VICKERY & HILL CO., Augusta, Me.

C. E. ELLIS, Special Representative, 517 Temple Court, N. Y. City.

# THE BINGHAMTON LEADER. \*

Established 1878.

•

Eight Pages, Seven Columns.

BINGHAMTON. N. Y.

The DAILY LEADER, which has recently been reduced from \$6.00 to \$3.00 per year, is the only Evening Paper between New York and Buffalo with the Associated and United Press Franchises, selling for a penny.

Circulation, 8,200.

The DEMOCRATIC WEEKLY LEADER. Reduced from \$1.50 to \$1.00 per year. Eight pages, seven columns. Established 1889. Issued every Friday.

Circulation, 6,500.

The LEADER is sold in 150 towns and villages in New York and Pennsylvania, and is the Best Advertising Medium in the United States. Address

THE LEADER, Binghamton, N. Y.

Office for Foreign Advertising,

132 Nassau Street, N. Y. S. S. VREELAND, Manager.

# Toledo News.

11,682

5,000

The **NEWS** is the only Toledo paper that is making any gains in circulation at this time.

The policy of publishing a clean, independent, fearless paper is meeting with the approval and support of the intelligent and better element of Toledo's population.

The NEWS leads all other Toledo papers in local circulation.

Put your ads in a successful newspaper and your advertising will be a success.

The NEWS is Toledo's most successful paper.

For Terms, address the Home Office or H. D. LA COSTE, 38 PARK ROW.

NEW YORK.

The

# Toledo Blade,

Toledo, Ohio.

DAILY EDITION,

Over 15,000

WEEKLY EDITION, Over 125,000

CIRCULATION.

For Advertising Rates in Either Edition, address

THE BLADE, Toledo, Ohio.

New York Office, 23 Tribune Building.

# Wheeling News\_\_\_\_

0 0 0

EVENING SUNDAY WEEKLY

Has a larger circulation than any other pap r in West Virginia, and a fifty per cent larger local circulation than any other paper in Wheeling.

An advertiser recently placed an order with us for a year, costing him about \$200. He is receiving good returns. On his last order his profit was \$150.

There is no better medium in the field.

> Wheeling and locality is a good place in which to advertise. Let me give you further articulars.

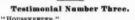
C. E. ELLIS, Manager Foreign Advertising, 517 Temple Court, New York City.

# The HOUSEKEEPER,

MINNEAPOLIS, MINN.

PUBLISHED SEMI-MONTHLY.

CIRCULATION,



GENTLEMEN: We wish to express our satisfaction to you for the good results which our advertisement has brought

We shall certainly continue to keep your paper on our list.

Cornibh, Curtis & Greene Co., St. Paul, Dealers in Dair, Supplies.

### PAYS ADVERTISERS.

FOR SAMPLE COPIES AND RATES, APPLY DIRECT, OR TO

C. E. ELLIS, Special Representative, 517 Temple Court, New York City.



is predicted by the business wise. Good time to plant seeds now. Looking to the preparation of advertisements for Magazines, Trade Papers and other mediums, I would be pleased to correspond with those contemplating the subject. I offer the advantages of years of experience and the benefit of concentrated effort in one direction. My charges are commensurate with the work required. I've been particularly successful in attaining good results—through small booklets—about 8 pages, with illustrations. They cost about \$75 for 5,000 My office is conveniently located—call or write.

### The Scene Has Changed.

Doubt and uncertainty have yielded to the steadily increasing conviction that

### Good Times

are actually returning. Those who are wise will do everything to encourage popular confidence in future business prosperity.

Of course, after so many months of depression and small business, we are each anxious to have a

### Large Share

of the revival. To get it we must be active. Success never comes. It must be brought. We

### Must Advertise.

Must be persistent in pushing our business to the front. A particularly

### Good Field

is New England, because of the reviving manufacturing industries; and one of the very best mediums through which to cover it thoroughly is the

# Saturday Telegram,

MANCHESTER, N. H.

Every advertiser who uses it is satisfied with the returns. The circulation is large—averaged for 13 weeks:

### 61,875 Copies Per Issue-

paid subscribers-and the advertising rates low.

If you do any general business of any nature in this territory you cannot afford to do without THE TELE-GRAM.

Write, and I'll tell you how well it has paid other advertisers.

C. E. ELLIS,

SPECIAL REPRESENTATIVE,

517 TEMPLE COURT, NEW YORK CITY.

# ST. LOUIS CHRONICLE

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the Evening Chronicle, a large onecent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the Chronicle comes the Republic, with more than 58,000 circulation, and then the Globe-Democrat, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

# The Chronicle

### QUARANTEES TO ADVERTISERS:

FIRST—A larger daily circulation than any other daily newspaper in the State of Missouri.

SECOND—A larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

THIRD—A larger paid circulation than the combined circulation of all other St, Louis afternoon papers.

# Circulation, 75,000 Daily.

E. T. PERRY.

Manager Foreign Advertising Department,

53 Tribune Building, New York.



SEPTEMBER 1894

THE GAMMETT & MORSE CONCERN

Copyright, 1894, by The Gannett & Morse Concern.

\$5 A LINE

IT PAYS. BUT

That's Comfort.

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office, Augusta, Me. Boston, John Hancock Building. New York, Tribune Building. Lewis A. Leonard, Representative.

FOR RATES OF

# **ADVERTISING**

IN THE

# Boston-Street Cars

WRITE TO

### UNION STREET RAILWAY ADVERTISING CO.,

Sears Building, Boston. Times Building, New York.

M. WINEBURGH, - - PRESIDENT.

### Colorado Is Not Dead.

Colorado is not sleeping, but is ALIVE and awake. Nowhere in the Great West is there more activity than in Denver and Colorado.

# The Denver Times-Sun

Stands first and foremost as the leading daily newspaper of the Rocky Mountain Region. Its circulation is fifty per cent larger than any other Colorado newspaper. It covers the State and Section thoroughly.

# The Colorado Weekly Sun

Is the only big weekly between the Missouri River and the Coast. It circulates in every State and Territory in the Union.

# If You Want To Reach

The people of the West THOROUGHLY, economically and judiciously, you should use these two papers. Daily circulation **32,000** and Weekly **30,000**. Rates on application. Address

### THE DENVER TIMES-SUN,

DENVER, COLO.

### A Few Well-known Advertisers

WHO ARE USING THE LISTS OF THE C. N. U.

Royal Baking Powder Co. C. I. Hood & Co.

California Fig Syrup Co.

World's Dispensary Med. Association.

The Charles A. Vogeler Co.

Radway & Co.

Lydia Pinkham Medical Co.

Dr. Donald Kennedy.

W. L. Douglas Shoe Co.

The Hostetter Co.

E. T. Hazeltine.

Dr. Kilmer & Co.

Elv Bros.

Sterling Remedy Co.

Owen Electric Belt and Appliance Co.

Dr. J. H. McLean Medical Co.

Scott & Bowne.

Cheney Medical Co.

Indiana Mineral Springs Co.

Chattanooga Medical Co.

John W. Morris.

Jewell Nursery Co.

Madam Anna Ruppert.

University of Notre Dame.

Indianapolis Business University.

Bradfield Regulator Co.

Swift Specific Co.

G. & C. Merriam Co.

Patrick O'Farrell.

Stowell & Co.

S. C. Wells & Co.

Oxford Manufacturing Co.

A postal gets a catalogue.

The Co-operative List of the C. N. U. is the oldest established in the United States. It offers you first-class service, it reaches a rich money getting, money spending class. It covers a district which can be covered in no other way. The standard of excellence and of circulation of its papers is exceptionally high.

### CHICAGO NEWSPAPER UNION

87 to 93 S. Jefferson St., 10 Spruce St., CHICAGO. NEW YORK.





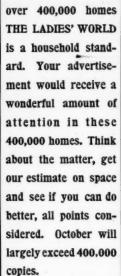






















New York.









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# The PITTSBURGH POST.

THE POST is the Only Democratic Daily in Pittsburgh and the Only Democratic Paper in Western Pennsylvania Issued Every Day in the Year.

### Detailed Statement of Circulation, July, DAILY. SUNDAY EDITION. 34,983 35,212 35,610 35,224 35,266 July 2... 44 44 ........ 23,896 26,810 6.... Total..... 127,286 11..... SEMI-WEEKLY EDITION July, 1st week } ..... 5th \*\* ....... Total.....175,284 ....... AVERAGE. Daily......38.515 Sunday .... 25,458 Semi-Weekly ..... 19,476 ...........

THE POST does not divide its constituency with any other paper. It has a Large Circulation in the Three States of Western Pennsylvania, Eastern Ohio and

the Three States of Western Pennsylvania, Eastern Ohio and West Virginia. All the Money Makers in Pittsburgh Advertise in THE POST. They know its value.

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The yield of Leadville mines, 1879–1894, in Gold, Silver and Lead, has been as follows:

1879	.1	10,333,740.69
1880		15,095,153.00
1881		13,170,576.00
1882		17,131,853.00
1883		15,839,446.00
1884		12,837,497.00
1885		12,357,662.00
1886		13,750,733.30
1887		12,072,967.81
1888		11,605,205.48
1889		13,639,351.75
1890		11,798,892.84
1891		11,916,740.00
1892		8,160,388.98
1893		8,579,164.87

Total, \$188,289,402.72

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Ten of the Most Eminent Mining Engineers Pronounce it the

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A Score of Mills!

Three Transcontinental Railways!

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# The Herald Democrat (MORNING)

The Evening Chronicle (AFTERNOON)

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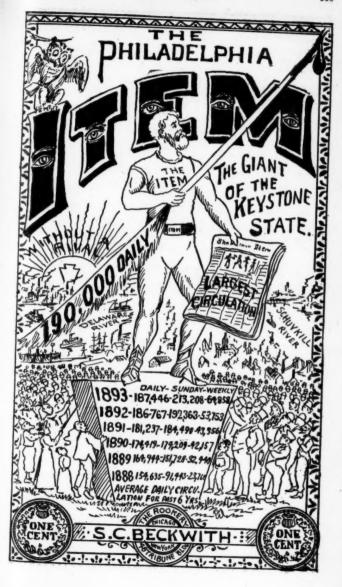
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